WHAT IS CLAIMED IS:

1. An image recording material comprising:

a substrate having transparency;

an image being formable by an electrophotography system on one side of the substrate; and

a characteristic controlling member which is provided at a side of the substrate which is opposite to the side where the image is formed.

2. The image recording material according to claim 1, wherein the characteristic controlling member comprises a glossiness controlling layer which controls glossiness.

3. The image recording material according to claim 2, wherein the glossiness controlling layer comprises resin and filler.

4. The image recording material according to claim 1, wherein the characteristic controlling member is provided at the surface of the substrate by a mechanical treatment which controls glossiness.

5. The image recording material according to claim 1, wherein the characteristic controlling member comprises a light resistance controlling layer which controls light

resistance.

6. The image recording material according to claim 5, wherein the light resistance controlling layer comprises at least one material selected from the group consisting of ultraviolet absorbers, antioxidants, and pigments and dyes that have an absorption wavelength in the visible region.

7. The image recording material according to claim 1, wherein the characteristic controlling member comprises a heat resistance controlling layer which controls heat resistance.

8. The image recording material according to claim 7, wherein the heat resistance controlling layer comprises at least a heat resistant resin.

9. The image recording material according to claim 1, wherein the characteristic controlling member comprises a flame retardation controlling layer which controls flame retardation.

10. The image recording material according to claim 9, wherein the flame retardation controlling layer comprises resin and flame retardant.

11. The image recording material according to claim 1, further comprising an image receiving layer provided on the substrate and at which the image can be formed.

12. A method for producing an image recording material, the method comprising the steps of:

(a) providing a substantially transparent substrate including opposing surfaces, one surface of which is for image formation by electrophotography;

(b) forming a layer on the other surface for controlling characteristics of an image to be formed on the one surface, as viewed through the substrate;

(c) forming an image on the one surface for viewing through the substrate; and

(d) mounting the substrate with the other surface disposed for displaying the image.